

# Maggie Campbell

## USER EXPERIENCE DESIGNER

### CONTACT ME

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### EDUCATION

#### BACHELORS OF ARTS

2003 - 2007 / Gonzaga University

#### UX/UI CONTINUING EDUCATION

2018 / University of California, Irvine

### TECHNICAL

User Interface	User Interviews
Illustrator	User Personas
Figma	Journey Mapping
Sketch	Decision Diagraming
Photoshop	Storytelling
InDesign	Wireframes
Webflow	Prototyping
Canva	Acceptance Testing
InVision	HTML/CSS
Camtasia	JS/jQuery
Iconography	Agile
Typography	PMBOK
Atomic Design	
Information Architecture	
Borrowing from Codepen	

### WHY ME

With a passion for people, human-centered problem-solving and breaking any culture code, I strengthen teams by empowering others. I bring out the best in clients, team members, and leadership. You'll recognize me immediately from my authenticity, my enthusiasm, and my unbridled joy.

### EXPERTISE & SKILLS

#### PERSONAL

- Collaborative gaming
- Clicker training dogs
- Writing sweeping prose
- Making friends everywhere

#### PROFESSIONAL

- Asking the right questions
- Branding & tone deft
- Cutting through chaos
- Summarizing & following up

### WORK EXPERIENCE

2013 - Present

#### Project Insight Costa Mesa, CA

##### PRODUCT CHAMPION

- Product roadmap, product interface, & interaction designs per user interviews
- Designed in-app feedback model that increased average user feedback by 900% vs previous email campaigns
- "Ticket to UI improvement initiative" resulted in 63% reduction in backlog tickets
- Lead Sprint meetings
- Usability writer for product support content on our public website, blogs, social media, etc.
- User engagement interface campaign increased user Help Center engagement by 33%
- Research, test, and advise on industry software trends, behaviors, and practices
- Scope and design integrations, custom reporting, and new features

2008 - 2013

#### Chase Bank Laguna Niguel, CA

##### ASSISTANT BRANCH MANAGER

- Promoted from Teller to Sales Assistant to Assistant Branch Manager
- Managed 18 employees for accuracy and sales
- Delivered corrective action and performance reviews
- Built long-lasting customer relationships
- Encouraged career development and created personal action plans with employees

2005 - 2008

#### American Red Cross Spokane, WA

##### HEALTH & SAFETY DIRECTOR

- Promoted to Health and Safety Director from college intern due to work ethic and knowledge
- Supervised 12 volunteer and 3 paid instructors
- Invoiced companies and processed records